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TRANSMITTAL FORM

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Total Number of Pages in This Submission

34

Application Number

10/783,580

Filing Date

02/20/2004

First Named Inventor

Michael Joseph Johnson

Art Unit

3688

Examiner Name

Daniel Lastra

Attorney Docket Number

RPS920030057US1

ENCLOSURES

(Check all that apply)

☐

Fee Transmittal Form

☐

Fee Attached

☒

Amendment/Reply

☐

After Final

☐

Affidavits/declaration(s)

☐

Extension of Time Request

☐

Express Abandonment Request

☐

Information Disclosure Statement

☐

Certified Copy of Priority Document(s)

☐

Reply to Missing Parts/
Incomplete Application

☐

Reply to Missing Parts
under 37 CFR 1.52 or 1.53

☐

Drawing(s)

☐

Licensing-related Papers

☐

Petition

☐

Petition to Convert to a
Provisional Application

☐

Power of Attorney, Revocation
Change of Correspondence Address

☐

Terminal Disclaimer

☐

Request for Refund

☐

CD, Number of CD(s) _____

☐

Landscape Table on CD

☐

After Allowance Communication to TC

☐

Appeal Communication to Board
of Appeals and Interferences

☐

Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)

☐

Proprietary Information

☐

Status Letter

☐

Other Enclosure(s) (please identify
below):

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

Ronald V. Davidge, Inc.

Signature

Ronald V. Davidge

Printed name

Ronald V. Davidge

Date

12/23/2008

Reg. No.

33,863

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12/23/2008

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Michael Joseph Johnson Group Art Unit: 3688

Serial No: 10/783,580

Examiner: Daniel Lastra

Docket No: RPS920030057US1

Filed: 02/20/2004

Title: METHOD AND SYSTEM FOR MEASURING EFFECTIVENESS OF SHOPPING
CART ADVERTISEMENTS BASED ON PURCHASES OF ADVERTISED ITEMS

AMENDMENT

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Honorable Sir:

In response to an Office Action mailed 09/23/2008, please amend the application as follows: